

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## China - Peoples Republic of

**Post:** Beijing ATO

### QVC Bringing U.S. Products to China

**Report Categories:**

Agricultural Trade Office Activities

Export Accomplishments - Events

Export Accomplishments - Other

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**Report Highlights:**

U.S. company QVC recently acquired Chinese television-based retailer CNRMall. ATO's initial efforts with CNRMall are beginning to yield results.

## **CNRMall of America:**

ATO first met with representatives of television-based retailer CNRMall three years ago. China National Radio is a national icon, with name recognition across the country. The television sales operation, dubbed CNRMall sought to benefit from this recognition by providing a sales channel for high quality products from the trusted CNR name. Among other products initially marketed through the channel were Mercedes Benz automobiles – CNRMall aims high. Trust is an important issue, and in China online and television-based retailers are seen as particularly reliable, partly due to the guarantees they offer, but mainly because of the strong central management and control they have.

Initial efforts were slow to develop, but showed promise. Then, CNRMall was purchased by U.S. television retailer QVC. Over the past year, the QVC management has launched a renewed effort to expand CNRMall's offerings, with an emphasis on food. Among other initiatives, QVC announced a regularly scheduled open house for potential suppliers. Having identified several importers who were not so strongly tied to conventional retail, ATO recruited a number to participate in the open houses. The first of these to place their products (a mixed container of shelf-stable snack foods), recently shipped their first container, worth \$90,000. ATO looks forward to further placements and continuing sales through this new venue.